

INTERACTIVE PROGRAM GUIDE  
WITH GRAPHIC PROGRAM LISTINGS

Abstract of the Disclosure:

Electronic program guides in which program  
5 listings may be graphically presented and in which  
sponsors and celebrities of those programs may be  
identified are provided. The electronic programs  
guides may be passive television program guides,  
interactive television program guides, and/or on-line  
10 television program guides. Television show text  
information, logos and/or trademarks, celebrity images,  
affiliation indicators, and advertisements may be  
present in the program listings to enhance the  
electronic program guides.